

CLAIMS:

What is claimed is:

- 1 1. A network system comprising:
2 an analysis engine interacts with a user profile server and a content
3 management system, the analysis engine to perform at least one analysis in real-
4 time;
5 the user profile server to perform one of collection and management of
6 user data; and
7 the content management system to manage a plurality of content types for
8 a plurality of service points in real-time, wherein a service point supports a
9 specific content type.
- 1 2. The network system of claim 1, wherein the content management system
2 is to provide a plurality of results having personalized content for a plurality of
3 service points.
- 1 3. The network system of claim 1, wherein a first service point serves the
2 purpose of one of recommendation of an agent to an agent desktop, supporting a
3 request to route data, supporting a request for agent assignment, and an
4 outbound campaign service.
- 1 4. The network system of claim 1, wherein the analysis engine is to collect
2 data from a plurality of customer contact points.
- 1 5. The network system of claim 1, wherein the user profile server includes
2 one of static profile attributes and dynamically generated attributes.

1 6. The network system of claim 5, wherein input from one of a first agent
2 and a second agent updates one of the static profile attributes and the
3 dynamically generated attributes.

1 7. The network system of claim 1, wherein a first service point retrieves a
2 first content using results from a first analysis; and
3 a second service point retrieves a second content using the results from
4 the first analysis.

1 8. The network system of claim 1, comprising:
2 a client request is associated with a first agent by a service point.

1 9. The network system of claim 1, wherein the user profile server is coupled
2 to a data repository for service data and metadata.

1 10. The network system of claim 1, wherein the user profile server, the
2 analysis engine, and the content management system operated on one of a local
3 and remote server.

1 11. A method comprising:
2 accessing a customer profile and preferences;
3 sending the customer profile and the preferences to an analysis engine;
4 accessing recommended items in real-time;
5 retrieving content for at least one recommended item;
6 supporting a content type by a service point; and
7 managing a plurality of content types for a plurality of service points.

1 12. The method of claim 11, further comprising:

2 collecting data from a plurality of customer contact points.

1 13. The method of claim 11, wherein the customer profile is provided by a
2 user profile server coupled to an analysis engine.

1 14. The method of claim 12, wherein the user profile server includes one of
static user profile attributes and dynamically generated attributes.

1 15. The method of claim 14, further comprising:
2 updating one of the static profile attribute and the dynamically generated
3 attribute.

1 16. The method of claim 11, comprising:
2 retrieving a first content by a first service point using results from a first
3 analysis; and
4 retrieving a second content by a second service point using the results
5 from the first analysis.

1 17. The method of claim 12, wherein the user profile, the analysis engine, and
2 the content management system are operated on one of a local server and a
3 remote server.

1 18. A machine readable storage media containing executable program
2 instructions which when executed cause a digital processing system to perform a
3 method comprising:

4 accessing a customer profile and preferences;

5 sending the customer profile and the preferences to an analysis engine;
6 accessing recommended items in real-time;
7 retrieving content for at least one recommended item,
8 supporting a content type by a service point; and
9 managing a plurality of content types for a plurality of service points.

1 19. The machine readable storage media of claim 18, wherein the method
2 further comprises:

3 managing a plurality of content types for a plurality of service points.

1 20. The machine readable storage media of claim 18, wherein the method
2 further comprises:

3 collecting data from a plurality of customer contact points.

1 21. The machine readable storage media of claim 19, wherein a user profile
2 server is coupled to an analysis engine and a content management system, the
3 content management system manages the plurality of content types.

1 22. The machine readable storage media of claim 21, wherein the user profile
2 server includes one of static user profile attributes and dynamically generated
3 attributes.

1 23. A machine readable storage media of claim 22, wherein the method
2 further comprises:

3 updating one of the static profile attribute and the dynamically generated
4 attribute.

1 24. The machine readable storage media of claim 18, wherein the method
2 comprises:
3 retrieving a first content by a first service point using results from a first
4 analysis; and
5 retrieving a second content by a second service point using the results
6 from the first analysis.

1 25. The machine readable storage media of claim 22, wherein the user profile
2 server, the analysis engine, and the content management system are operated on
3 one of a local server and remote server.